

# Lotte partners with booking platform Klook to lure travelers with shopping deals

By **Hibah Noor** on December, 6 2017 | Retailers



Klook, Asia's largest travel activity booking platform, has signed a memorandum of understanding with Lotte Duty Free Shop to attract more travelers to South Korea by offering shopping deals.

Klook's partnership with Lotte will introduce shopping discounts for Klook users. The discount will be available for use in all stores operated by Lotte Duty Free Shop in Korea.

In addition, Lotte's customers can also enjoy up to 70% off the retail price on Klook platforms by tapping into experiences in over 120 destinations globally.

The marketing campaigns will be rolled out later this month.

"Shopping is one of Korea's most popular experiences, especially for visitors from other Asian countries," said Kim Bo Joon, Executive Marketing Director, Lotte Duty Free Shop. "The strategic partnership with Asia's largest travel activity booking platform, Klook, will further our efforts in introducing Korea's quality shopping experiences to travelers across Asia."

Eric Gnock Fah, President and Co-founder, Klook, added: "Klook strives to enhance our users' travel experiences. We are excited to include shopping deals to meet our users' shopping needs when traveling to Korea and other destinations. We also look forward to providing Klook's convenient and top-quality travel activities booking services to Lotte DFS customers."

Klook established its operations in Korea in early 2017. Committed to providing convenient and affordable travel experiences for visitors to Korea, Klook partners directly with local operators to offer services ranging from e-tickets to Lotte World, entry to famous culinary performance Nanta Show, Korea Rail Pass, famous local eatery deals to winter-exclusive snow activities in Pyeongchang, where the Winter Olympics 2018 will be held.

Klook offers over 30,000 popular attractions, local experiences, and services around the world. Klook's network of over 3,000 partners includes attractions such as Disneyland, Universal Studios, and Hong Kong's Ngong Ping 360.

With 13 offices, Klook's services are available in seven languages, supporting over 30 currencies. Klook has raised close to US\$100 million investment from investors such as Goldman Sachs.